

# Open Journal of Business and Management



ISSN: 2329-3284



<https://www.scirp.org/journal/ojbm>

# Journal Editorial Board

ISSN 2329-3284 (Print) ISSN 2329-3292 (Online)

<https://www.scirp.org/journal/ojbm>

---

## Editorial Board

<b>Prof. Howard Adler</b>	Purdue University, USA
<b>Prof. Andy Ohemeng Asare</b>	George Brown College, Canada
<b>Dr. Rodrigo Basco</b>	Herdecke University, Germany
<b>Dr. F. Javier Rondán Cataluña</b>	University of Seville, Spain
<b>Prof. Valentina Della Corte</b>	Federico II University of Naples, Italy
<b>Prof. Marie Tu Doan</b>	Seneca College, Canada
<b>Dr. Bruna Ecchia</b>	University of Naples Federico II, Italy
<b>Prof. Mohsen Elhafsi</b>	University of California-Riverside, USA
<b>Prof. Richard F. Ghiselli</b>	Purdue University, USA
<b>Dr. Keith Harman</b>	Oklahoma Baptist University, USA
<b>Prof. Mai Iskandar-Datta</b>	Wayne State University, USA
<b>Dr. Nazrul Islam</b>	Aberystwyth University, UK
<b>Dr. Grigorios L. Kyriakopoulos</b>	National Technical University of Athens, Greece
<b>Prof. Min-Young Lee</b>	University of Kentucky, USA
<b>Dr. Fernando Matias-Reche</b>	Granada University, Spain
<b>Dr. Dospinescu Octavian</b>	Alexandru Ioan Cuza University, Romania
<b>Dr. Vincent Omachonu</b>	University of Miami, USA
<b>Prof. Maurizio Rija</b>	University of Calabria, Italy
<b>Dr. Fabio Sabatini</b>	Sapienza University of Rome, Italy
<b>Prof. David W. Stewart</b>	Loyola Marymount University, USA
<b>Dr. Ruhai Wu</b>	McMaster University, Canada

# Table of Contents

**Volume 8    Number 6**

**November 2020**

## **Agriculture Sector Growth and Inflation in Ethiopia: Evidence from Autoregressive Distributed Lag Model**

E. K. Mekonen.....2355

## **The Present Value of Human Life Losses Associated with Coronavirus Disease in Africa**

J. M. Kirigia, R. N. D. K. Muthuri, L. H. K. Nkanata, N. G. Muthuri.....2371

## **Analyzing the Effect of the COVID-19 on the Global Economy: A Case Study of Its Influence on Africa's FDI and Foreign Exchange Inflows**

I. A. Tetteh, J. Gao.....2396

## **Study on Difficulties and Response Strategies of the Career Development of Young Teachers in Sichuan University of Arts and Science**

X. Y. Liu.....2402

## **Towards Hospital Marketing at the Brazzaville University Hospital Center**

M. Nzololo.....2409

## **Examining the Relationship between Lean Supplier Relationship Management (LSRM) and Firm Performance: A Study on Manufacturing Companies in Ghana**

S. Benah, Y. Li.....2423

## **Application of the Firefly Algorithm for Optimal Production and Demand Forecasting at Selected Industrial Plant**

A. Altherwi.....2451

## **COVID-19, Ghanaian Household Consumption, Where to from Here?**

R. Brenya, J. Zhu, D. A. Cudjoe, M. B. Yiadom, D. Ofosu.....2460

## **Employing Differently Abled Shop-Floor Employees in Confectionery Industry in Sri Lanka: An Ethnographic Narrative**

A. Jayathilaka.....2472

## **The Relation between Hedonic and Utilitarian Values on Satisfaction and Behavior Intention among Casual-Dining Restaurants Customers**

T. K. Kertasunjaya, T. D. Mediasari, P. A. Manaf.....2480

## **Research on Risk Management of Agricultural Products Supply Chain Based on Blockchain Technology**

K. Y. Wang, X. X. Yan, K. Y. Fu.....2493

## **The Effect of Monetary Policy on Economy Growth of WAEMU Countries**

F. E. Gnahe, F.-M. Huang.....2504

## **Fuzzy Logic in Business, Management and Accounting**

A. B. Hernández, D. B. Hidalgo.....2524

## **Albanian Consumer Perception of Domestically Produced Goods: The Impact of Country of Origin and Consumer Ethnocentrism**

S. Brucaj.....2545

## **Operationalized Multi-Stakeholder Strategic Road-Mapping for Small-to-Medium Nonprofit Organizations**

D. Tenney, N. J. Sheikh.....2559

## **Assessing the Impact of Emigration and Remittances on the Economic Growth in Ghana**

C. Amamoo-Otoo, X. Y. Chi.....2582

## **One Size Fits All? How Does Firm Heterogeneity Affect ERP Adaptation and Firm Performance?**

P.-F. Hsu.....2597

## **How Changes in Job Resources and Personal Resources Predict Employee Engagement**

T. J. R. Thisera, G. A. D. S. Wijesundara.....2623

## **Equilibrium Strategies of Manufacturer's Encroachment under a Capital-Constraint Retailer**

Z. Wu, G. J. Gao.....2633

## **The Study on the Impact of Liberia's Exports and Imports on Its Economic Growth**

F. S. Dukuly, K. Huang.....2649

## **Factors Affecting Organisational Performance: A Case of a Human Settlement Department in South Africa**

Z. Mabai, G. Hove.....2671

## **A Qualitative Study Exploring the Effects of Job Analysis and Organizational Culture toward Job Satisfaction in a Coffee Shop**

A. Prayogo, T. Diza, S. W. Prasetyaningtyas, A. Maharani.....2687

## **Digital Marketing Communication and Consumer Buying Decision Process in Pandemic Standpoint (COVID-19): An Empirical Study of Bangladeshi Customers' in Branded Cosmetics Perspective**

M. Akter, N. Sultana.....2696

## **Consumer Buying Behavior towards E-Commerce: A Survey Study of Consumers at a Selected Online Shopping Site in Dhaka, Bangladesh**

T. Abir, T. Husain, S. S. A. Waliullah, D. M. N. Yazdani, K. F. Salahin, M. A. Rahman.....2716

## **Telecommunications Companies in Bulgaria: Challenges and Opportunities in a Social Isolation Environment due to COVID-19**

N. Miteva.....2729

## **The Network Structure of the Malawi Interbank Market: Implications for Liquidity Distribution and Contagion around the Banking System**

E. K. Kanyumbu.....2740

## **What Is the Impact of Business Teacher's Physiognomies on Senior High Students' Academic Performance in the Kumasi Metropolis of Ghana?**

F. A. Sarpong, J. M. Wang, T. Sarpong, G. Osei-Mireku.....2761

## **Organizational Performance and Sustainability in Manufacturing and Service through TQM Implementation**

H. Magd, H. Karyamsetty.....2775

## **Employee Retention & Engagement Solution**

B. S. H. Aburub.....2805

# Open Journal of Business and Management (OJBM)

## Journal Information

### SUBSCRIPTIONS

The *Open Journal of Business and Management* (Online at Scientific Research Publishing, <https://www.scirp.org/>) is published bimonthly by Scientific Research Publishing, Inc., USA.

#### Subscription rates:

Print: \$39 per issue.

To subscribe, please contact Journals Subscriptions Department, E-mail: [sub@scirp.org](mailto:sub@scirp.org)

### SERVICES

#### Advertisements

Advertisement Sales Department, E-mail: [service@scirp.org](mailto:service@scirp.org)

#### Reprints (minimum quantity 100 copies)

Reprints Co-ordinator, Scientific Research Publishing, Inc., USA.

E-mail: [sub@scirp.org](mailto:sub@scirp.org)

### COPYRIGHT

#### Copyright and reuse rights for the front matter of the journal:

Copyright © 2020 by Scientific Research Publishing Inc.

This work is licensed under the Creative Commons Attribution International License (CC BY).

<http://creativecommons.org/licenses/by/4.0/>

#### Copyright for individual papers of the journal:

Copyright © 2020 by author(s) and Scientific Research Publishing Inc.

#### Reuse rights for individual papers:

Note: At SCIRP authors can choose between CC BY and CC BY-NC. Please consult each paper for its reuse rights.

#### Disclaimer of liability

Statements and opinions expressed in the articles and communications are those of the individual contributors and not the statements and opinion of Scientific Research Publishing, Inc. We assume no responsibility or liability for any damage or injury to persons or property arising out of the use of any materials, instructions, methods or ideas contained herein. We expressly disclaim any implied warranties of merchantability or fitness for a particular purpose. If expert assistance is required, the services of a competent professional person should be sought.

### PRODUCTION INFORMATION

For manuscripts that have been accepted for publication, please contact:

E-mail: [ojbm@scirp.org](mailto:ojbm@scirp.org)



# Open Journal of Business and Management

ISSN 2329-3284 (Print) ISSN 2329-3292 (Online)

<https://www.scirp.org/journal/ojbm>

**Open Journal of Business and Management (OJBM)** is an international journal dedicated to the latest advancement in the study of business and management. The goal of this journal is to provide a platform for scientists and academicians all over the world to promote, share, and discuss various new issues and developments in different areas of business and management.

## Subject Coverage

All manuscripts must be prepared in English, and are subject to a rigorous and fair peer-review process. Accepted papers will immediately appear online followed by printed hard copy. The journal publishes original papers covering a wide range of fields but not limited to the following:

- Accounting
- Advertising
- Analysis
- Business and economics education
- Business ethics and corporate social responsibility
- Business finance and investment
- Business law
- Business research methods
- Business theories
- Case studies and management information systems
- Communication
- Consumer behavior
- Corporate governance
- Engineering management
- Entrepreneurship
- Environmental management and profitability
- Financial reporting
- General business research
- General management
- Health management in public and private institutions at the healthcare sector
- Human resource management
- Information technologies
- Insurance
- Internationalization features of Small and Medium Enterprises (global SMEs)
- Legislative issues/initiatives at the entrepreneurial sector
- Management information systems
- Management organization
- Marketing
- Marketing theory and applications
- Operations management
- Organizational behavior
- Organizational behavior and theory
- Personnel and industrial relations
- Production/operations management
- Project management
- Project management and strategy
- Risk management
- Sales management
- Social issues and public policy
- Statistics and econometrics
- Strategic management
- Strategic management policy
- Supply chain management—advancements in logistics management
- Technology and innovation diffusion in enterprises
- Total quality management

We are also interested in: 1) Short reports — 2-5 page papers in which an author can either present an idea with a theoretical background but has not yet completed the research needed for a complete paper, or preliminary data; 2) Book reviews — Comments and critiques, special peer-reviewed issue for colloquia, symposia, workshops.

## Notes for Intending Authors

The submitted manuscript should not have been previously published in any form and must not be currently under consideration for publication elsewhere. Paper submission will be handled electronically through the website. All papers are refereed through a peer review process. For more details about the submissions, please access the website.

## Website and E-Mail

<https://www.scirp.org/journal/ojbm>

Email: [ojbm@scirp.org](mailto:ojbm@scirp.org)